

# HIMSS10 Interoperability Showcase Marketing Tool Kit-

## HIMSS10 Interoperability Showcase Marketing Tool Kit:

Make sure your HIMSS10 Showcase team is using the free marketing tools provided by HIMSS. To learn more about Showcase logos, press release copy, and more attend the HIMSS10 Interoperability Showcase Free Informational Marketing Webinars on October 30, 2009 and / or December 14, 2009. Advanced registration is required. Please use the links below to register prior to the event.

- October 30, 2009 from 10:00 – 11:00 am CT - [Register for the 10/30 Webinar Here!](#)
- and / or**
- December 14, 2009 from 1:00 – 2:00 pm CT- [Register for the 12/14 Webinar Here!](#)

**The Marketing Tool Kit and recording for these webinars will also be posted on-line after October 30, 2009.**

Please visit: [www.interoperabilityshowcase.org/himss10](http://www.interoperabilityshowcase.org/himss10).

## Showcase Scenario / Storyline & Acts / Casts Drafts:

The Showcase is comprised of a series of clinically accurate realistic examples that demonstrate connected interoperable care across the healthcare continuum. The scenario details evolve throughout the Showcase preparation phase that runs September 2009 – January 2010. Notification of scenario updates will also be sent to the HIMSS10 Technical Google List serve as noted on Page 2 of this document. Plan to visit and bookmark the Interoperability Showcase webpage to access current versions found at: [www.interoperabilityshowcase.org/HIMSS10](http://www.interoperabilityshowcase.org/HIMSS10).

## Participant Props:

Where appropriate, please plan to bring a few small props that are relevant to your Showcase roles. For example, for those portraying a clinician in one or more scenarios, please plan to wear a white lab coat and stethoscope. We will discuss this in more detail during the mandatory planning & technical calls (see schedule on Page 5-6) and during the two free Informational Marketing Webinars listed above.

## Participant Logos:

To ensure you receive the complete marketing benefits for the HIMSS10 Interoperability Showcase, all FINAL logos must be submitted to the HIMSS sales staff on Wednesday, October 28, 2009 by 11:59 pm CT.

- **Deadline:** October 28, 2009 by 11:59 pm CT
- Send your organization's logo in an EPS format to Andy Fliege at [Afliege@himss.org](mailto:Afliege@himss.org).

## NOTE:

- **We can only accept logos in an EPS format. Please plan in advance.**
- **Logos received by HIMSS after October 28, 2009 will not be included in marketing materials and may incur a late fee.**